

Message Text

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ACTION EUR-12

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US DEPT OF AGRIC FOR FAS/ETSD DOBBINS

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: IN-STORE PROMOTION SARMA (PENNEY)

REF: BRUSSELS 10714, DECEMBER 1, 1975

1. EMBASSY CALLED ON MR. CABOLET (SALES MANAGER) AND SANTENS (FOREIGN PRODUCTS PROMOTION), SARMA, DECEMBER 17, TO SHOW SMAPLE POSTERS AND CATALOG OF BICENTENNIAL DISPLAY MATERIALS AND DISCUSS FOOD PRODUCTS PROMOTION. FURTHER, WE HOPED TO TIE DOWN DECISION ON FULL "IN-STORE PROMOTION".

2. CABOLET REPEATED STATEMENT MADE A MONTH AGO THAT DECISION TO HOLD NON-FOOD PROMOTION EVENT DEPENDS ON INFORMATION YET TO BE RECEIVED FROM PURCHASING OFFICE. HE ADDED THIS TIME, HOWEVER, THAT REPORT OF PURCHASING OFFICE MIGHT NOT BE READY BEFORE FEBRUARY. GIVEN THIS LATEST REACTION, WE MUST NOW DRAW CONCLUSION THAT IT IS UNLIKELY THAT PROMOTIONAL EVENT WILL BE MOUNTED FOR OCTOBER -NOVEMBER 1976--DATE ORIGINALLY PROPOSED AND SARMA'S ONLY FREE DATE IN 1976, THE BICENTENNIAL YEAR.

3. CABOLET STATED CONTINUED INTEREST IN POSSIBILITY OF FOOD PRODUCTS PROMOTION AND INDICATED SARMA NOT RPT NOT WILLING TO HOLD NON-FOOD CONSUMER GOODS PROMOTION UNLESS COMBINED WITH SOME SORT OF FOOD PRODUCTS PROMITION. HE SAID THAT SARMA FINDS FOOD PRODUCTS PROMITION"EASIER" THAN TYPE OF IN-STORE UNCLASSIFIED

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PROMOTION THAT COMMERCE WOULD SUPPORT. ALTHOUGH NOT PREPARED

TO RULE OUT POSSIBILITY OF PROMOTION BEFORE RECEIVING PURCHASING
OFFICE REPORT, HE SEEMS DOUBTFUL THAT SARMA COULD SELL ENOUGH
U.S. PRODUCTS TO JUSTIFY PROMOTION EFFORT.

4. ACTION REQUESTED: POST WOULD STILL APPRECIATE RECEIPT
MATERIALS REQUESTED PARAS THREE AND FOUR REFTEL AND LIST OF NON-
FOOD CONSUMER PRODUCTS MOST LIKELY TO SUCCED IN EUROPE NEXT
YEAR TO USE IN EXPLORING PROMOTION IN OTHER STORES. RENNER

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